

## INVOICE


**wfsb.com**

**WFSB**  
 333 Capital Blvd  
 Rocky Hill, CT 06067  
 Main: (860)728-3333  
 Billing: (404)325-4646

Invoice #	Invoice Date	Invoice Month	Invoice Period
493649-1	10/14/12	October 2012	10/01/12 - 10/08/12
Station	Account Executive	Sales Office	Sales Region
WFSB	Heather Uttley	HRP-WASHING	National

Billing Address:

Mentzer Media Services, Inc.  
 Attention: Accounts Payable  
 600 Fairmount Avenue  
 Suite 306  
 Towson, MD 21204

Send Payment To:

**WFSB**  
**BOX 13034**  
**Newark, NJ 07188-0034**

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1319

Flight Dates	Order #	Alt Order #
10/02/12 - 10/08/12	493649	06306190

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/02/12	10/05/12	Eyewitness News	6am - 6:30am	-TWTF--	:30	4	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -TWTF-- 4 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Tu 10/02/12 6:13 AM Eyewitness News 6am - 6:30am :30 LMFS12TV27H \$1,200.00 NM 4 WFSB W 10/03/12 6:27 AM Eyewitness News 6am - 6:30am :30 LMFS12TV27H \$1,200.00 NM 3 WFSB Th 10/04/12 6:11 AM Eyewitness News 6am - 6:30am :30 LMFS12TV29H \$1,200.00 NM 1 WFSB F 10/05/12 6:28 AM Eyewitness News 6am - 6:30am :30 LMFS12TV29H \$1,200.00 NM									
2	10/02/12	10/04/12	CBS: THE EARLY SHOW	7am - 9am	-T-T---	:30	2	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -T-T--- 2 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 10/02/12 7:57 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV27H \$275.00 NM 2 WFSB Th 10/04/12 8:28 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV29H \$275.00 NM									
3	10/02/12	10/05/12	Eyewitness News	12pm - 12:30PM	-T--F--	:30	2	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -T--F-- 2 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 10/02/12 12:15 PM Eyewitness News 12pm - 12:30PM :30 LMFS12TV27H \$750.00 NM 2 WFSB F 10/05/12 12:14 PM Eyewitness News 12pm - 12:30PM :30 LMFS12TV29H \$750.00 NM									
4	10/02/12	10/05/12	4p-5p Dr. Oz	4pm-5pm	-TWTF--	:30	4	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -TWTF-- 4 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 10/02/12 4:20 PM 4p-5p Dr. Oz 4pm-5pm :30 LMFS12TV27H \$350.00 NM 4 WFSB W 10/03/12 4:12 PM 4p-5p Dr. Oz 4pm-5pm :30 LMFS12TV27H \$350.00 NM 2 WFSB Th 10/04/12 4:21 PM 4p-5p Dr. Oz 4pm-5pm :30 LMFS12TV29H \$350.00 NM 3 WFSB F 10/05/12 4:27 PM 4p-5p Dr. Oz 4pm-5pm :30 LMFS12TV29H \$350.00 NM									
5	10/02/12	10/05/12	Eyewitness News	5pm - 5:30pm	-TWTF--	:30	4	\$1,800.00	NM

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493649-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
McMahon for Senate	LINDA MCMAHON 4 SENA	1319	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/02/12	10/05/12	Eyewitness News	5pm - 5:30pm	-TWTF--	:30	4	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -TWTF-- 4 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 10/02/12 5:22 PM Eyewitness News 5pm - 5:30pm :30 LMFS12TV27H \$1,800.00 NM 2 WFSB W 10/03/12 5:12 PM Eyewitness News 5pm - 5:30pm :30 LMFS12TV27H \$1,800.00 NM 4 WFSB Th 10/04/12 5:27 PM Eyewitness News 5pm - 5:30pm :30 LMFS12TV29H \$1,800.00 NM 3 WFSB F 10/05/12 5:10 PM Eyewitness News 5pm - 5:30pm :30 LMFS12TV29H \$1,800.00 NM									
6	10/02/12	10/05/12	Eyewitness News	5:30pm - 6pm	-TWTF--	:30	4	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -TWTF-- 4 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WFSB Tu 10/02/12 5:39 PM Eyewitness News 5:30pm - 6pm :30 LMFS12TV27H \$1,800.00 NM 2 WFSB W 10/03/12 5:38 PM Eyewitness News 5:30pm - 6pm :30 LMFS12TV27H \$1,800.00 NM 1 WFSB Th 10/04/12 5:55 PM Eyewitness News 5:30pm - 6pm :30 LMFS12TV29H \$1,800.00 NM 4 WFSB F 10/05/12 5:55 PM Eyewitness News 5:30pm - 6pm :30 LMFS12TV29H \$1,800.00 NM									
7	10/02/12	10/05/12	Eyewitness News	6pm - 6:30pm	-TWTF--	:30	4	\$2,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -TWTF-- 4 \$2,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 10/02/12 6:15 PM Eyewitness News 6pm - 6:30pm :30 LMFS12TV27H \$2,100.00 NM 3 WFSB W 10/03/12 6:27 PM Eyewitness News 6pm - 6:30pm :30 LMFS12TV27H \$2,100.00 NM 4 WFSB Th 10/04/12 6:14 PM Eyewitness News 6pm - 6:30pm :30 LMFS12TV29H \$2,100.00 NM 2 WFSB F 10/05/12 6:12 PM Eyewitness News 6pm - 6:30pm :30 LMFS12TV29H \$2,100.00 NM									
8	10/02/12	10/05/12	Inside Edition	7pm - 7:30pm	-TWTF--	:30	4	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -TWTF-- 4 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WFSB Tu 10/02/12 7:12 PM Inside Edition 7pm - 7:30pm :30 LMFS12TV27H \$650.00 NM 4 WFSB W 10/03/12 7:28 PM Inside Edition 7pm - 7:30pm :30 LMFS12TV27H \$650.00 NM 1 WFSB Th 10/04/12 7:12 PM Inside Edition 7pm - 7:30pm :30 LMFS12TV29H \$650.00 NM 2 WFSB F 10/05/12 7:21 PM Inside Edition 7pm - 7:30pm :30 LMFS12TV29H \$650.00 NM									
9	10/02/12	10/05/12	Entertainment Tonight	7:30pm - 8pm	-TWTF--	:30	4	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -TWTF-- 4 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Tu 10/02/12 7:40 PM Entertainment Tonight 7:30pm - 8pm :30 LMFS12TV27H \$650.00 NM 1 WFSB W 10/03/12 7:48 PM Entertainment Tonight 7:30pm - 8pm :30 LMFS12TV27H \$650.00 NM 4 WFSB Th 10/04/12 7:29 PM Entertainment Tonight 7:30pm - 8pm :30 LMFS12TV29H \$650.00 NM 3 WFSB F 10/05/12 7:40 PM Entertainment Tonight 7:30pm - 8pm :30 LMFS12TV29H \$650.00 NM									
10	10/02/12	10/05/12	Eyewitness News	5am - 5:30am	-TWTF--	:30	4	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -TWTF-- 4 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WFSB Tu 10/02/12 5:10 AM Eyewitness News 5am - 5:30am :30 LMFS12TV27H \$500.00 NM 1 WFSB W 10/03/12 5:19 AM Eyewitness News 5am - 5:30am :30 LMFS12TV27H \$500.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
493649-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
McMahon for Senate	LINDA MCMAHON 4 SENA	1319	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	10/02/12	10/05/12	Eyewitness News	5am - 5:30am	-TWTF--	:30	4	\$500.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WFSB Th 10/04/12 5:13 AM Eyewitness News 5am - 5:30am :30 LMFS12TV29H \$500.00 NM 2 WFSB F 10/05/12 4:59 AM Eyewitness News 5am - 5:30am :30 LMFS12TV29H \$500.00 NM									
11	10/03/12	10/05/12	Eyewitness News	5:30a - 6am	--W-F--	:30	2	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 --W-F-- 2 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB W 10/03/12 5:53 AM Eyewitness News 5:30a - 6am :30 LMFS12TV27H \$800.00 NM 2 WFSB F 10/05/12 5:29 AM Eyewitness News 5:30a - 6am :30 LMFS12TV29H \$800.00 NM									
12	10/02/12	10/07/12	Eyewitness News	11PM - 11:35PM	-TWTFSS	:30	5	\$1,900.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -TWTFSS 5 \$1,900.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Tu 10/02/12 11:26 PM Eyewitness News 11PM - 11:35PM :30 LMFS12TV27H \$1,900.00 NM 1 WFSB W 10/03/12 11:23 PM Eyewitness News 11PM - 11:35PM :30 LMFS12TV27H \$1,900.00 NM 5 WFSB F 10/05/12 11:33 PM Eyewitness News 11PM - 11:35PM :30 LMFS12TV29H \$1,900.00 NM 4 WFSB Sa 10/06/12 11:23 PM Eyewitness News 11PM - 11:35PM :30 LMFS12TV29H \$1,900.00 NM 3 WFSB Su 10/07/12 11:45 PM M-SU Delayed News Delayed News :30 LMFS12TV29H \$1,900.00 NM									
13	10/02/12	10/02/12	NCIS	8pm-9pm	-2-----	:30	2	\$2,700.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -2----- 2 \$2,700.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Tu 10/02/12 7:59 PM NCIS 8pm-9pm :30 LMFS12TV27H \$2,700.00 NM 1 WFSB Tu 10/02/12 8:36 PM NCIS 8pm-9pm :30 LMFS12TV27H \$2,700.00 NM									
14	10/02/12	10/02/12	NCIS: LA	9pm - 10pm	-1-----	:30	1	\$2,700.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -1----- 1 \$2,700.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 10/02/12 9:46 PM NCIS: LA 9pm - 10pm :30 LMFS12TV27H \$2,700.00 NM									
16	10/05/12	10/05/12	CSI: NY	8pm - 9pm	----2--	:30	2	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 ----2-- 2 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB F 10/05/12 8:00 PM CSI: NY 8pm - 9pm :30 LMFS12TV29H \$1,200.00 NM 1 WFSB F 10/05/12 8:46 PM CSI: NY 8pm - 9pm :30 LMFS12TV29H \$1,200.00 NM									
17	10/05/12	10/05/12	Blue Bloods	10pm - 11pm	----1--	:30	1	\$2,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 ----1-- 1 \$2,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 10/05/12 10:48 PM Blue Bloods 10pm - 11pm :30 LMFS12TV29H \$2,000.00 NM									
18	10/05/12	10/05/12	Blue Bloods	10pm - 11pm	----1--	:30	1	\$2,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 ----1-- 1 \$2,000.00									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
493649-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
McMahon for Senate	LINDA MCMAHON 4 SENA	1319	

wfsb.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	10/05/12	10/05/12	Blue Bloods	10pm - 11pm	----1--	:30	1	\$2,000.00	NM
10/01/12 10/07/12 ----1-- 1 \$2,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 10/05/12 10:33 PM Blue Bloods 10pm - 11pm :30 LMFS12TV29H \$2,000.00 NM									
19	10/06/12	10/06/12	Eyewitness News Weeker	6am - 7am	-----1-	:30	1	\$375.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----1- 1 \$375.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 10/06/12 6:37 AM Eyewitness News Weekend 6am - 7am :30 LMFS12TV29H \$375.00 NM									
20	10/06/12	10/06/12	7a-9a Sat. Eyewitness Ne	7am-9am	-----2-	:30	2	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----2- 2 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Sa 10/06/12 8:35 AM 7a-9a Sat. Eyewitness New 7am-9am :30 LMFS12TV29H \$500.00 NM 1 WFSB Sa 10/06/12 8:59 AM 7a-9a Sat. Eyewitness New 7am-9am :30 LMFS12TV29H \$500.00 NM									
22	10/07/12	10/07/12	Eyewitness News Weeker	6am - 7am	-----1	:30	1	\$375.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----1 1 \$375.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/07/12 6:14 AM Eyewitness News Weekend 6am - 7am :30 LMFS12TV29H \$375.00 NM									
23	10/07/12	10/07/12	7a-9a Sun Eyewitness Ne	7am-9am	-----1	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----1 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/07/12 8:08 AM 7a-9a Sun Eyewitness News 7am-9am :30 LMFS12TV29H \$500.00 NM									
24	10/07/12	10/07/12	Face the Nation/ Face the	10:30am - 11:30am	-----1	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----1 1 \$400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/07/12 Face the Nation/ Face the State 10:30am - 11:30am :00 \$400.00 NM Credited									
25	10/07/12	10/07/12	NFL Regular Season	1:00pm - 7:00pm	-----2	:30	2	\$3,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----2 2 \$3,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Su 10/07/12 12:59 PM NFL Regular Season 1:00pm - 7:00pm :30 LMFS12TV29H \$3,000.00 NM 1 WFSB Su 10/07/12 2:46 PM NFL Regular Season 1:00pm - 7:00pm :30 LMFS12TV29H \$3,000.00 NM									
26	10/07/12	10/07/12	Patriots Football	1:00pm - 7:00pm	-----1	:30	1	\$3,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----1 1 \$3,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/07/12 4:21 PM Patriots Football 1:00pm - 7:00pm :30 LMFS12TV29H \$3,000.00 NM									

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McMahon for Senate	LINDA MCMAHON 4 SENA	1319	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
27	10/07/12	10/07/12	Delayed 60 Minutes	730-830p	-----1	:30	1	\$9,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----1 1 \$9,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/07/12 8:29 PM Delayed 60 Minutes 730-830p :30 LMFS12TV29H \$9,000.00 NM									
28	10/07/12	10/07/12	Delayed The Good Wife	930-1030p	-----2	:30	2	\$2,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----2 2 \$2,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/07/12 10:13 PM Delayed The Good Wife 930-1030p :30 LMFS12TV29H \$2,600.00 NM 2 WFSB Su 10/07/12 10:26 PM Delayed The Good Wife 930-1030p :30 LMFS12TV29H \$2,600.00 NM									
29	10/07/12	10/07/12	Delayed The Mentalist	1030-1130p	-----2	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----2 2 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Su 10/07/12 Delayed The Mentalist 1030-1130p :00 \$1,600.00 NM Credited 1 WFSB Su 10/07/12 11:22 PM Delayed The Mentalist 1030-1130p :30 LMFS12TV29H \$1,600.00 NM									
30	10/08/12	10/08/12	Eyewitness News	6am - 6:30am	1-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 6:29 AM Eyewitness News 6am - 6:30am :30 LMFS12TV29H \$1,200.00 NM									
31	10/08/12	10/08/12	CBS: THE EARLY SHOW	7am - 9am	1-----	:30	1	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 8:12 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV29H \$275.00 NM									
32	10/08/12	10/08/12	Eyewitness News	12pm - 12:30PM	1-----	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 12:25 PM Eyewitness News 12pm - 12:30PM :30 LMFS12TV29H \$750.00 NM									
33	10/08/12	10/08/12	4p-5p Dr. Oz	4pm-5pm	1-----	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 4:40 PM 4p-5p Dr. Oz 4pm-5pm :30 LMFS12TV29H \$350.00 NM									
34	10/08/12	10/08/12	Eyewitness News	5pm - 5:30pm	1-----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 5:12 PM Eyewitness News 5pm - 5:30pm :30 LMFS12TV29H \$1,800.00 NM									

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## INVOICE



Send Payment To:

**WFSB**  
**BOX 13034**  
**Newark, NJ 07188-0034**

Invoice #	Invoice Date	Invoice Month	Invoice Period
493649-1	10/14/12	October 2012	10/01/12 - 10/08/12

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1319

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
35	10/08/12	10/08/12	Eyewitness News	5:30pm - 6pm	1-----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 5:42 PM Eyewitness News 5:30pm - 6pm :30 LMFS12TV29H \$1,800.00 NM									
36	10/08/12	10/08/12	Eyewitness News	6pm - 6:30pm	1-----	:30	1	\$2,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$2,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 6:13 PM Eyewitness News 6pm - 6:30pm :30 LMFS12TV29H \$2,100.00 NM									
37	10/08/12	10/08/12	Inside Edition	7pm - 7:30pm	1-----	:30	1	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 7:22 PM Inside Edition 7pm - 7:30pm :30 LMFS12TV29H \$650.00 NM									
38	10/08/12	10/08/12	Entertainment Tonight	7:30pm - 8pm	1-----	:30	1	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 7:41 PM Entertainment Tonight 7:30pm - 8pm :30 LMFS12TV29H \$650.00 NM									
39	10/08/12	10/08/12	Eyewitness News	5am - 5:30am	1-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 5:09 AM Eyewitness News 5am - 5:30am :30 LMFS12TV29H \$500.00 NM									
40	10/08/12	10/08/12	Eyewitness News	5:30a - 6am	1-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 5:44 AM Eyewitness News 5:30a - 6am :30 LMFS12TV29H \$800.00 NM									
41	10/08/12	10/08/12	Eyewitness News	11PM - 11:35PM	1-----	:30	1	\$1,900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$1,900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 11:22 PM Eyewitness News 11PM - 11:35PM :30 LMFS12TV29H \$1,900.00 NM									
42	10/08/12	10/08/12	Hawaii 5-0	10pm - 11pm	1-----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 1----- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/08/12 10:47 PM Hawaii 5-0 10pm - 11pm :30 LMFS12TV29H \$1,800.00 NM									
43	10/07/12	10/07/12	7a-9a Sun Eyewitness Ne	7am-9am	-----1	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----1 1 \$500.00									

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wfsb.com

Invoice #	Invoice Date	Invoice Month	Invoice Period
493649-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
McMahon for Senate	LINDA MCMAHON 4 SENA	1319	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
43	10/07/12	10/07/12	7a-9a Sun Eyewitness Ne7am-9am		-----1	:30	1	\$500.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/07/12 7:13 AM 7a-9a Sun Eyewitness News 7am-9am :30 LMFS12TV29H \$500.00 NM									
44	10/07/12	10/07/12	Face the Nation/ Face the	10:30am - 11:30am	-----1	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----1 1 \$400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/07/12 Face the Nation/ Face the State 10:30am - 11:30am :00 \$400.00 NM Credited									
45	10/07/12	10/07/12	M-SU Delayed News	Delayed News	-----1	:30	1	\$1,900.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----1 1 \$1,900.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/07/12 12:05 AM M-SU Delayed News Delayed News :30 LMFS12TV29H \$1,900.00 NM									
46	10/06/12	10/06/12	Comedy Time	8pm - 9pm	-----S-	:30	1	\$2,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----S- 1 \$2,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 10/06/12 7:59 PM Comedy Time 8pm - 9pm :30 LMFS12TV29H \$2,500.00 NM									
47	10/06/12	10/06/12	Crimetime	9pm - 10pm	-----S-	:30	1	\$2,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 -----S- 1 \$2,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 10/06/12 8:59 PM Crimetime 9pm - 10pm :30 LMFS12TV29H \$2,500.00 NM									
48	10/03/12	10/05/12	CBS: THE EARLY SHOW	7am - 9am	--WTF--	:30	2	\$275.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 --WTF-- 2 \$275.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB W 10/03/12 8:25 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV27H \$275.00 NM 2 WFSB F 10/05/12 8:24 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV29H \$275.00 NM									
49	10/03/12	10/04/12	4p-5p Dr. Oz	4pm-5pm	--WT---	:30	2	\$350.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 --WT--- 2 \$350.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB W 10/03/12 4:55 PM 4p-5p Dr. Oz 4pm-5pm :30 LMFS12TV27H \$350.00 NM 2 WFSB Th 10/04/12 4:38 PM 4p-5p Dr. Oz 4pm-5pm :30 LMFS12TV29H \$350.00 NM									
50	10/03/12	10/03/12	Survivor	8pm - 9pm	--W----	:30	2	\$6,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/01/12 10/07/12 --W---- 2 \$6,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB W 10/03/12 8:31 PM Survivor 8pm - 9pm :30 LMFS12TV27H \$6,000.00 NM 2 WFSB W 10/03/12 8:58 PM Survivor 8pm - 9pm :30 LMFS12TV27H \$6,000.00 NM									

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Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1319

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
<b>Total Spots</b>							<b>85</b>		

**Payment Terms Net 30 Days**

<u>Gross Total</u>	<b>\$126,125.00</b>
<u>Agency Commission</u>	<b>\$18,918.75</b>
<u>Net Amount Due</u>	<b>\$107,206.25</b>